



# Tuning into bicultural minorities in Europe: Acculturation and advertising avoidance

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# Introduction

- Advertising clutter  $\Rightarrow$  avoidance (Cho & Cheon, 2004)
- Growing cultural diversity in Europe
- Need for adaptation in times of globalisation?
  - Socio-demographics
  - Cross-national studies (Zhang & Neelankavil, 1997; Lau-Gesk, 2003)
  - Ethnic-cultural variances overlooked

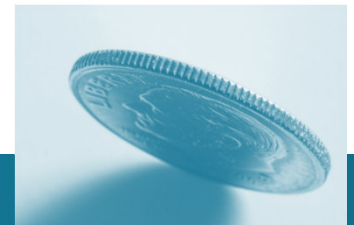
**BREAK  
THROUGH  
THE  
CLUTTER**



**KU LEUVEN**

# MetrixLab OpinionBar (July 2012)

- Television, radio, newspapers, magazines, social media, e-mail, mobile phones
- Advertising avoidance
  - Physical: *"when hear ads on the radio, I change stations"* (Cronbach's  $\alpha = .851$ )
  - Cognitive: *"when I see ads on TV, I ignore it/block it out"* (Cronbach's  $\alpha = .920$ )
- Advertising attention:
  - Passive: *"when I open my mailbox, I pay attention to commercial e-mails"* (Cronbach's  $\alpha = .937$ )
  - Active: *"when surfing websites, I look for specific advertisements"* (Cronbach's  $\alpha = .926$ )



# Advertising and ethnic minorities

## Pro-adaptation:

- Use dominant values (content) and strategies (execution) in a given culture (see overview by Okazaki & Mueller, 2007)
- Cultural embedded ads more effective (e.g., Appiah, 2001)
- Interpretation of dominant values not evident to all ethnic minorities (Wang & Mowen, 1997)

## Hypothesis 1:

Ethnic minorities show more advertising avoidance and less advertising attention than majority members

Ethnic minority = respondent and/or parent(s) is born abroad (N=739)  
(cfr. LaFromboise, Coleman & Gerton, 1993)

	Germany (n=996)	Spain (n=991)	UK (n=1,000)	US (n=999)	France (n=998)	Total (N=4,984)
<b>Majority</b>	86.4	91.3	82.0	79.6	84.1	84.7
<b>Minority</b>	13.6	8.7	18.0	20.4	15.9	15.3
<b>First generation</b>	5.8	7.0	8.5	10.0	5.1	7.3
<b>Second generation</b>	7.8	1.7	9.5	10.3	10.7	8.0

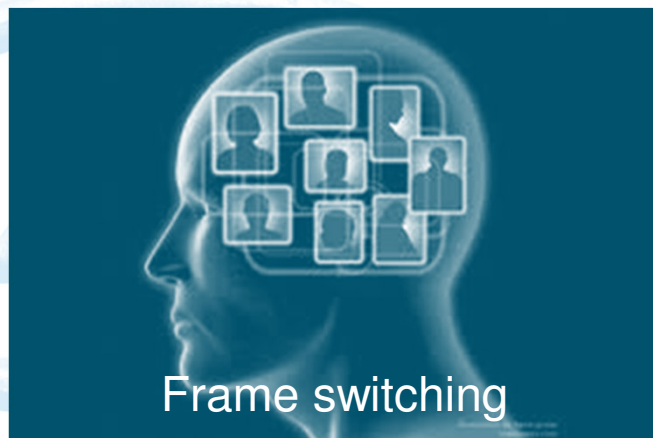
Moderate level of physical (M=2.82 SD=0.64) and cognitive avoidance (M=2.87, SD=0.72) among all respondents

Low level of advertising attention

Attention	Minority	Majority	
Passive	1,83 (0,62)	1,78 (0,58)	(t(4,905)=-1,98; p=.048)
Active	1,67 (0,78)	1,60 (0,72)	(t(4,903)=-2,29; p=.022)

# Bringing in acculturation

- Interaction of dominant and heritage cultural orientations (Berry, 1990)
- More biculturals among integrated minorities



## BERRY'S ACCULTURATION MODEL

"Is it considered to be of value to develop relationships with the larger society?"

Yes

**Assimilation**

**Integration**

No

**Marginalization**

**Separation**

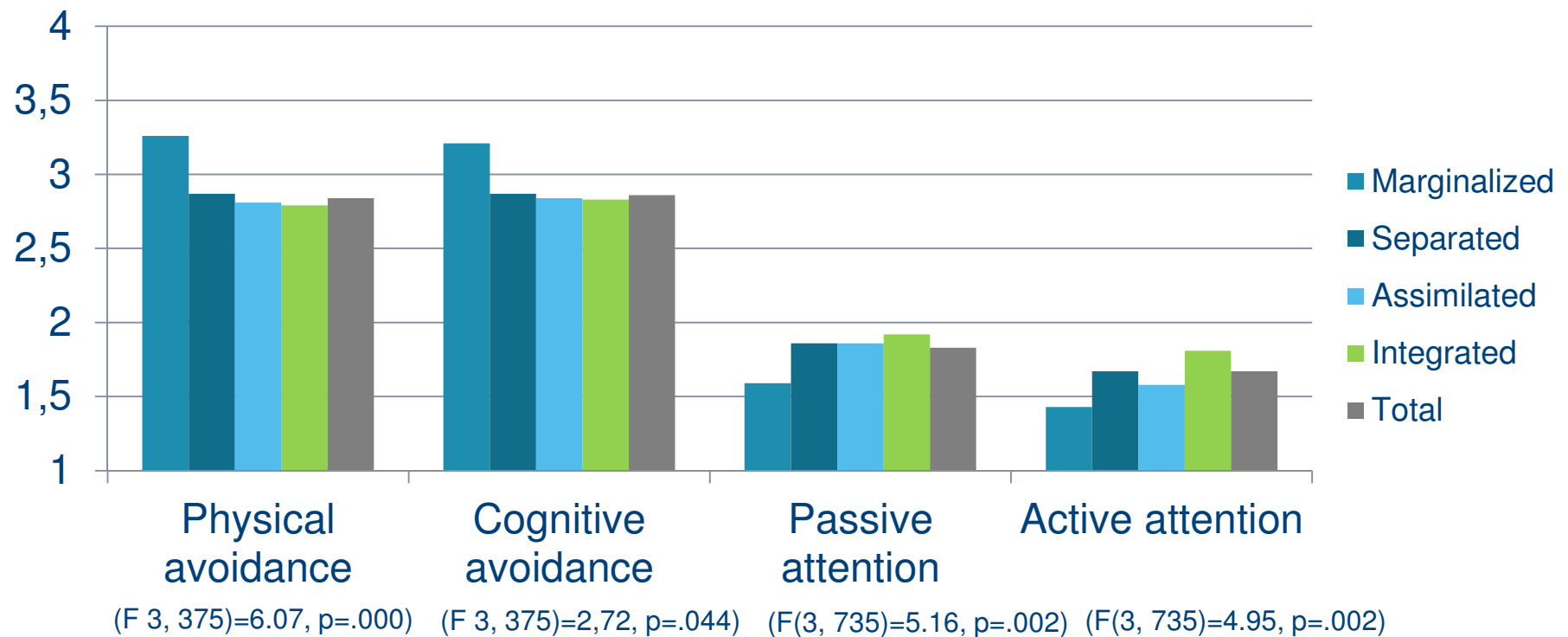
No

Yes

"Is it considered to be of value to maintain one's cultural heritage?"

## Hypothesis 2:

Biculturals  $\Rightarrow$  lower advertising avoidance / more attention



- Avoidance highest among marginalized and lowest among integrated minorities
- Attention to advertising highest among integrated minorities

# Discussion

- Ethnic minorities (particularly biculturals) might be more interesting target group than often believed
  - Several cultural repertoires to tap into
  - Standardization suitable in case of biculturalism
- Further analysis on larger data sets with focus on biculturalism required
- Future research:
  - Bicultural identity measurement
  - In-depth analysis of selective exposure to (ethnic) advertising media
  - Participatory research: identify contents that trigger frame switching
  - Measure effects on mainstream and ethnic consumers





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